



GBCS SCHEME

16/17MBAMM402

Fourth Semester MBA Degree Examination, June/July 2019 Integrated Marketing Communications

Time: 3 hrs.

Max. Marks: 80

**Note: 1. Answer any FOUR full questions from Q.No.1 to Q.No.7.
2. Question No. 8 is compulsory.**

- 1 a. Define IMC. (02 Marks)
b. Briefly explain various promotion tools in IMC. (06 Marks)
c. Examine the purpose, role and factions of marketing communication. (08 Marks)
- 2 a. Distinguish between publicity and public relations. (02 Marks)
b. What are the advertising objectives? (06 Marks)
c. Explain different types of Advertising agencies with suitable examples. (08 Marks)
- 3 a. Expand DAGMAR. (02 Marks)
b. Write a note various services offered by AD agencies. (06 Marks)
c. Describe few important methods of preparing advertising budgets. (08 Marks)
- 4 a. What is media planning? (02 Marks)
b. Compare and contrast between print media and broadcast media. (06 Marks)
c. Explain various advertising appeals used in preparing the ADs for both products and services. (08 Marks)
- 5 a. What is an AIDA model? (02 Marks)
b. Write a note on the basic components of printing advertising. (06 Marks)
c. Bring out the roles, types of corporate advertising along with its limitations. (08 Marks)
- 6 a. What is "keep it simple and stupid" strategy in ADs? (02 Marks)
b. Explain the role and importance of co-operative advertising. (06 Marks)
c. Illustrate the various methods used for evaluating the effectiveness of advertising. (08 Marks)
- 7 a. What are B2B communications? (02 Marks)
b. Write a note on Internet Advertising stating its merits and de-merits. (06 Marks)
c. Examine the importance of analyzing global environment for international advertising (08 Marks)

Important Note : 1. On completing your answers, compulsorily draw diagonal cross lines on the remaining blank pages.
2. Any revealing of identification, appeal to evaluator and /or equations written eg, 42+8 = 50, will be treated as malpractice.

8 Compulsory : Case Study

The integrated components used by Coco-Cola employed a mass media technology which induced television advertising, print media and banner ads. The approach utilized a marketing mix of advertising, direct marketing, as well as web based interactive and social media marketing and sales promotions.

Coco-cola advertising has historically been among the most prolific in the marketing history. The various AD campaigns throughout the company's one hundred and twenty nine year history hence often has a major impact on culture and society, including a hit song which received airplay on popular radio stations in 1971. The logo and bottle designs are immediately recognizable throughout the world, and are integral part to brand's image and reorganization in the moment place.

Direct marketing efforts by Coco-cola are myriad. The devices operated incorporate vendor company partnership designed for exclusivity, i.e restaurants and movie theaters only offer coke products, eliminating any direct competition. They sponsor sporting events.

Web based and social media marketing campaigns constitute industry benchmarks. Fans number over eight six million across social media channels engaged by the brand. Differing factices are provided on individual. Social networking channels/sites, yet a consistently unified manage is upheld. Web based interactive marketing in focused on design and functionality, relying on banners, video and public relations. New products online games, and social, culture and sporting events are the focus of Coco-Cola websets content.

Sales promotion for Coco-Cola is aimed at two strategies retail and food service. Retail efforts are directed towards company's partnership, direct store delivery and profit of sales techniques, Reliance an exclusive company partnerships where in restaurants only offer coke products eliminates competition. Direct store delivery is a crucial link in the value chain, and offers mobile advertising with bright red delivery truces emblazoned with the brand logo. POS display include brand specific colour for in store sales along with vending machines which carry coke product.

A caparison of the relative importance of with Coco Cola IMC components levels a marketing communication mix which is iconic. So much of the brand image in immediately recognizable, right down to the bright red and white lettering of the names Coke an Coco Cola. This images in carried out globally and in so established and acclaimed worldwide that even is languages that may not familiar in local markets are readily known by consumers Multi - lingual AD use was in fact the core during the recent of NFL super Bowl championship, in which the use of English, Spanish, Tagalog, Hebrew, Hindi, Kerens and Legalese French languages were incorporated along with the long America the beautiful.

The Coco Cola IMC managing has established longing for the product that supersedes the desire for that typically associated with a drink to quench one's thirst. The rank and positioning of the elements used as part of the integrated marketing a approach connot therefore be overstated. The consistant international presence of Coco Cola is a direct outgrowth of the marriage of the advertising direct marketing as well as Web based interactive and social media. Marketing and sales promotion efforts that have been included over the years in their IMC endeavors, Coco Cola has established itself as a player in the large scale stage as a direct outcome secondary to the competitive importance of the components of the integrated Marketing communications Mix.

Posers :

- a. What is your opinion on Integrated Marketing Communication implemented by Coco Cola?
(08 Marks)
- b. What is your recommendation for Brand Mangers to come up with new strategies for Coco cola?
(08 Marks)